

## **Abstract**

The bachelor thesis „Communication of luxury jewellery brands with a focus on the brand ALO diamonds“ analyses the marketing communication of the brand ALO diamonds and compares it with rival brands on the Czech market, in terms of visual merchandising and visuals used in campaigns. Firstly, the thesis defines diamonds, including the criteria of their grading, their mining and processing, characteristics of the market with a focus on De Beers company and its marketing history. Afterwards, the thesis discusses the specifics of luxury and luxury jewellery market, focusing on the brand ALO diamonds and its competition (Cartier, Chopard, Roberto Coin, Tiffany & Co. and Lia Halada) and their USPs. Then it describes the communication of the brand ALO diamonds and its marketing activities from 2008 to 2013. The paper describes visual merchandising based on mystery shopping – the description focuses on internal and external environment of each boutique of luxury jewellery brands with an emphasis on emotions that are evoked in customers during their visit in the point of sale, and also common features of luxury in the boutiques. On the basis of a comparative analysis, common features and differences used by the brand ALO diamonds in its marketing communication are compared with the above mentioned competition. This is followed by an analysis of selected visuals of each brand in order to uncover the myth – the archetype of luxury jewellery brands, and whether they use the same archetype for communication.